

Rep Order# 6837451 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104897 Printed: 07/30/2012 12:43 PM
EC'd Yes Last Received: 07/30/2012 11:28 AM

1 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () RNC/ROMNEY FOR PRES
Product RNC-ROMNEY
Estimate# 295
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //295
Flight Dates 08/01/2012 - 08/07/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—CONTRACT COMMENT—
RNC – ROMNEY SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
—	—	—	—	—	---	---	---	---	---	---	---	—
—	1	W-F	6A-7A	Buyline Comment: NEWS	:30	\$700.00	08/01-08/03	6	1	6	\$4,200.00	—
2	M-TU	6A-7A	Buyline Comment: NEWS		:30	\$700.00	08/06-08/07	4	1	4	\$2,800.00	—
3	M-TU	7A-9A	Buyline Comment: TODAY SHOW		:30	\$1,400.00	08/06-08/07	4	1	4	\$5,600.00	—
4	W-F	7A-9A	Buyline Comment: TODAY SHOW		:30	\$1,400.00	08/01-08/03	6	1	6	\$8,400.00	—
5	M-TU	9A-4P	Buyline Comment: TODAY SHOW		:30	\$1,200.00	08/06-08/07	6	1	6	\$7,200.00	—
6	W-F	9A-4P	Buyline Comment: OLYMPICS-DAYTIME		:30	\$1,200.00	08/01-08/03	9	1	9	\$10,800.00	—
7	M-TU	5P-630P	Buyline Comment: NEWS		:30	\$1,000.00	08/06-08/07	4	1	4	\$4,000.00	—
8	W-F	5P-630P	Buyline Comment: NEWS		:30	\$1,000.00	08/01-08/03	6	1	6	\$6,000.00	—
9	W-F	630P-7P	Buyline Comment: JEOPARDY		:30	\$1,100.00	08/01-08/03	6	1	6	\$6,600.00	—
10	M-TU	630P-7P	Buyline Comment: JEOPARDY		:30	\$1,100.00	08/06-08/07	4	1	4	\$4,400.00	—

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Traffic Order# 104897 Last Received: Printed: 07/30/2012 12:43 PM
Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.	Agency	() AMERICAN RAMBLER PRODUCTIONS	Rep Firm
Advertiser	() RNC/ROMNEY FOR PRES	138 CONANT STREET) PHILADELPHIA	Sales Office () AMY MCCREARY
Product	RNC-ROMNEY	BEVERLY, MA 02494	Salesperson () AMY MCCREARY	Salesperson Phone# 215-568-6540
Estimate#	295	Agency C/P1/P2/E //295	Salesperson FAX# 215-568-1845	Salesperson FAX#
Buyer	STEPHANIE KINCAID	Flight Dates 08/01/2012 - 08/07/2012	Hiatus Weeks	Hiatus Weeks
Phone#				
Fax#				
LT	Ln	Day	Time	Program
Len				
Rate				
Dates				
Spots/Week	# of	Total	Total Cost	Daypart
Weeks	Spots	Spots		
11	W-F	7P-730P		Buyline Comment: WHEEL
12	M-TU	7P-730P		Buyline Comment: WHEEL
13	W-F	730P-8P		Buyline Comment: OLYMPIC ZONE
14	M-TU	730P-8P		Buyline Comment: OLYMPIC ZONE
15	M-TU	12A-1230A		Buyline Comment: OLYMPIC LATE NEWS
16	W-F	12A-1230A		Buyline Comment: OLYMPIC LATE NEWS
17	SA	9A-6P		Buyline Comment: OLYMPIC DAYTIME
18	SA	730P-8P		Buyline Comment: OLYMPIC ZONE
19	SA	8P-12A		Buyline Comment: OLYMPIC PRIME
20	SA	12A-1230A		Buyline Comment: OLYMPIC LATE NEWS
21	SU	6A-6P		Buyline Comment: OLYMPIC DAYTIME

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Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
:30	\$1,000.00	08/05-08/05	1	1	1	\$6,000.00	
:30	\$1,000.00	08/05-08/05	2	1	2	\$2,000.00	

23 SU 8P-12A Buyline Comment: OLYMPICS

24 SU 12A-1230A Buyline Comment: OLYMPIC LATE NEWS

Buyline Comment: NEWS

—REPORT TOTALS—

Report Totals: 93 / \$117,300.00

—SALES MONTHLY TOTALS—

Aug 12: 93 / \$117,300.00

Sales Totals: 93 / \$117,300.00

Station Totals: 93 / \$117,300.00

Lines not sent/rcl'd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBLR	KINC	KLAS	KSNV	KVVU
	\$434,444	0%	0%	0%	43%	27%	13%
		KTNV	14%	KTUD	0%	KVCM	1%
		XXXX	0%				

Books JUL12 RA35+

—CREDIT RISK—

CASH IN ADVANCE